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New Construction Industry & Lighting: Understanding Distribution Channels

April 27, 2004

Presented By:

Ace Rosenstein

Sea Gull Lighting Products, Inc.
Vice President, Marketing
& Business Development



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Builders Are Our Business



You build the house...



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... We'll light the Home.



Total Supply Chain Integration

- Single source solution
 - Competitive Market Pricing
 - Nationwide Distribution
 - 100% Delivery Fill Rates
 - Design Center & Model Home Programs
 - Extended Warranties
- Dedicated field sales / service reps
- Collections of coordinated products

- National / Regional Builders
 - Establish “directed-buy” contracts for purchasing and procurement
 - Distribution through existing sales channels



CENTEX

David Weekley Homes





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Distribution Channels



- Independent Lighting Showrooms
- Electrical Wholesale Distributors
- Specialty Building Supply Companies
- Mass Merchant / Home Centers



A Pioneering Approach

- Sea Gull Lighting has developed the most comprehensive offering of decorative & functional ENERGY STAR residential lighting fixtures
- Leveraging the strength of the ENERGY STAR label.
- Continuous educational seminars with sales associates, retailers and builders nationwide.





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***It's Remarkable
How Beautiful
Energy Efficiency
Has Become
These Days!***





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Fashion Forward Designs



Serenity

A soft, contemporary design in brushed nickel finish with excavated alabaster glass.



CHAMDELIER 30056LE-962
Size: Diameter: 24"
Height: 31"
Overall: 32"
Wattage: **Five (PL53) 13w Lamps Included.**
• Replaces Lamp: 07048
• Supplied with 12 ft. of Wire
• For Additional Chain Order #116-962 (Sold Separately)



CLOSE TO CEILING 70456LE-962
Size: Diameter: 18"
Height: 7 1/2"
Wattage: **One (2050W) 55w Lamp Included.**
• Replaces Lamp: 07048
• Supplied with 12 ft. of Wire
• For Additional Chain Order #116-962 (Sold Separately)



CHAMDELIER 30056LE-962
Size: Diameter: 26"
Height: 30 1/2"
Overall: 30 1/2"
Wattage: **Three (PL53) 13w Lamps Included.**
• Replaces Lamp: 07048
• Supplied with 12 ft. of Wire
• For Additional Chain Order #116-962 (Sold Separately)



PENDANT 00006LE-962
Size: Diameter: 12"
Height: 14 1/2"
Overall: 12 1/2"
Wattage: **One (2050W) 55w Lamp Included.**
• Replaces Lamp: 07048
• Supplied with 12 ft. of Wire
• For Additional Chain Order #116-962 (Sold Separately)



PENDANT 00006LE-962
Size: Diameter: 18 1/2"
Height: 15"
Height: 12 1/2"
Overall: 12"
Wattage: **One (2050W) 55w Lamp Included.**
• Replaces Lamp: 07048
• Includes Three-Pronged Plug
• Supplied with 12 ft. of Wire
• For Additional Chain Order #116-962 (Sold Separately)



MINI-PENDANT 00006LE-962
Size: Diameter: 8 1/2"
Height: 10 1/2"
Overall: 8 1/2"
Wattage: **One (PL53) 13w Lamp Included.**
• Replaces Lamp: 07048
• Includes Three-Pronged Plug
• 12" Main, 12" Chain and Cord
• Supplied with 18 ft. of Wire
• For Additional Chain Order #116-962 (Sold Separately)



SEMI-FLUSH



PENDANT 00006LE-962
Size: Diameter: 20"
Height: 21 1/2"
Height: 15 1/2"
Wattage: **One (2050W) 55w Lamp Included.**
• Replaces Lamp: 07048
• Supplied with 12 ft. of Wire
• For Additional Chain Order #116-962 (Sold Separately)



CHAMDELIER 30056LE-962
Size: Diameter: 28"
Height: 30 1/2"
Overall: 30 1/2"
Wattage: **Nine (PL53) 13w Lamps Included.**
• Replaces Lamp: 07048
• Supplied with 12 ft. of Wire
• For Additional Chain Order #116-962 (Sold Separately)



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www.SeaGullLighting.com/EnergyStar



ENERGY
STAR
Certified



Replacement
Lamps
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Additional
Chain
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Composite
Fishnets
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Composite
Fishnets
Page 46



Dual Mount
Hook/Plug
or Pendant



Dual Mount
Hook/Plug
or Pendant

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Showroom Merchandising



- Lighting Showroom merchandising programs created for specific markets.
 - Displays
 - Signage
 - Hang Tags
 - Brochures
 - Tabloids / Ad Templates





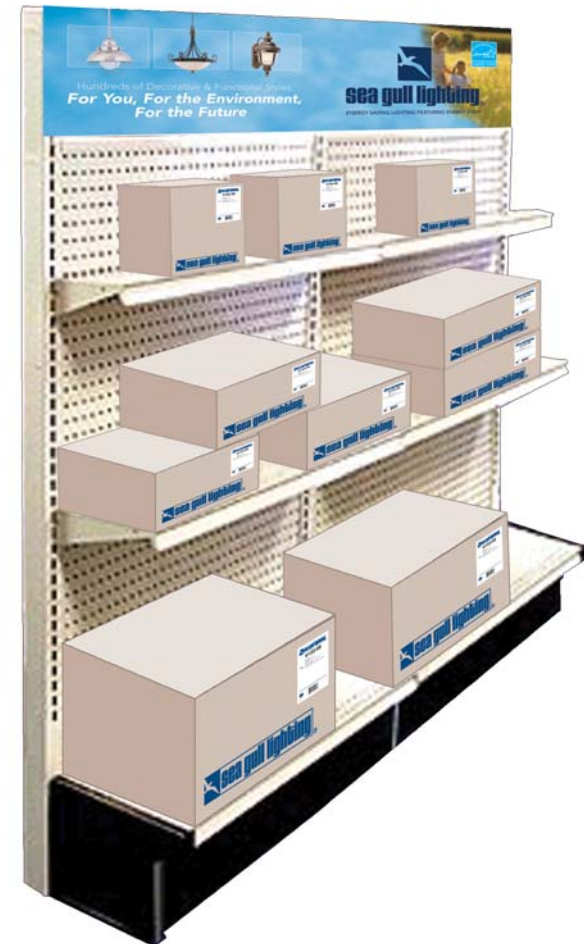
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Wholesale Distributor Merchandising



- Electrical Wholesale Distributor merchandising programs created for counter areas.
 - Gondola Displays
 - Signage / Banners
 - Hang Tags
 - Brochures
 - Tabloids / Ad Templates





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Builder Support



- Model Home / Design Center Support Programs
 - Energy Savings Demonstrator
 - Fixture Discounts
 - Hang Tags
 - Brochures





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Builders Win!



- Higher Quality Products
- More Efficient Homes
- Keep ahead of your competition
- Meet sales targets faster and increase profits with higher price points
- Project an environmentally friendly corporate image





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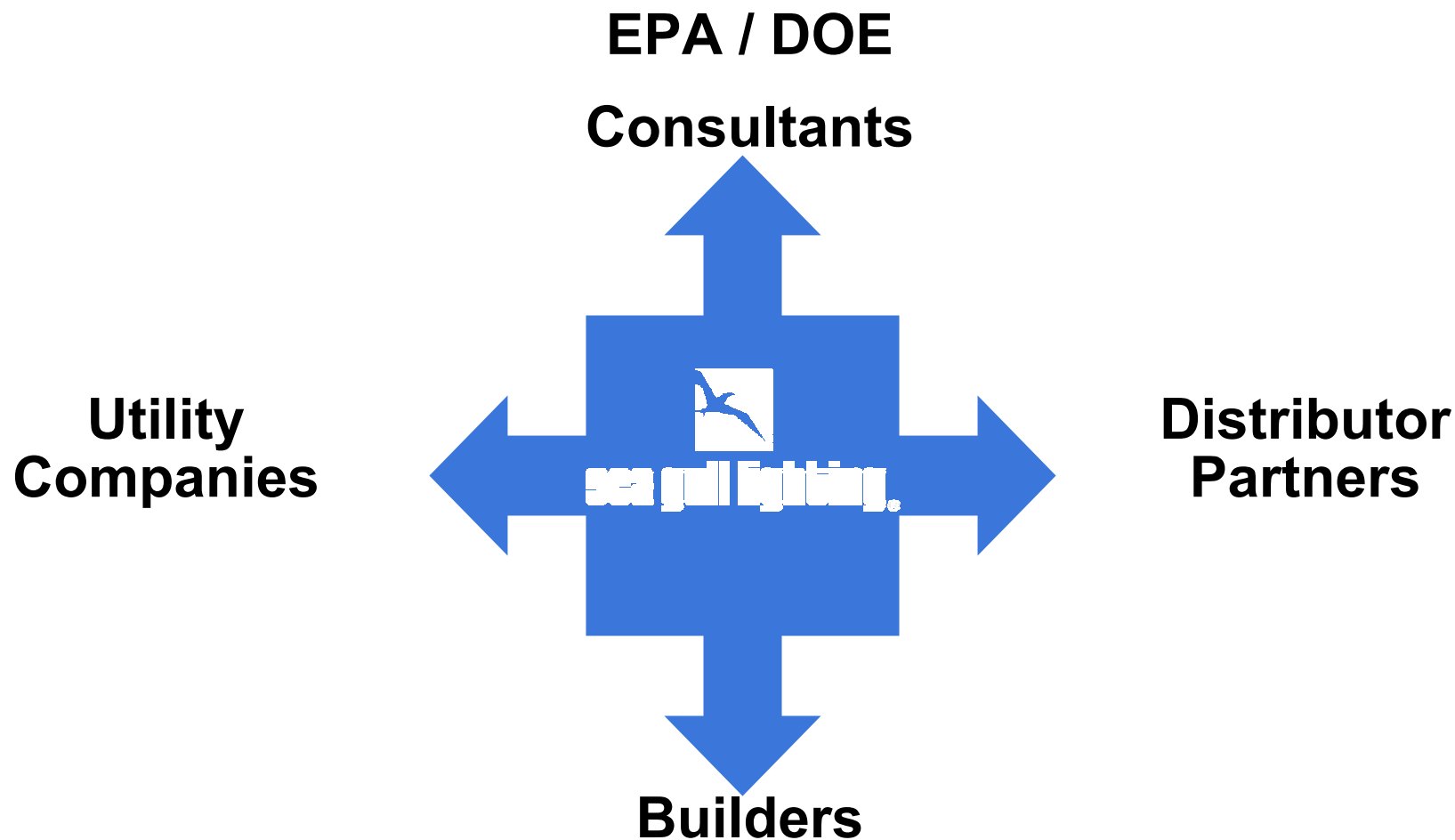
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Homeowners Win!



- Higher Quality Product
- Lower Operating Costs
 - Longer Life Components
 - Less Heat
 - Less Ladder Climbing
- Environmental Stewardship





How Can You Help?

- Utility Companies:
 - Develop multi-channel financial incentives
- Provide Marketing Materials and Support
- Conduct Retailer & Builder Training
- Continuous Consumer Awareness

**Save more
than
money
here.**

**Also Available as
ENERGY STAR® Qualified
Through Special Order**
(See Department Desk For Details)



Approved by Lowe's



FL00006537



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Questions?



ENERGY STAR



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